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ABSTRACT OF THE DISCLOSURE

A1) A method of printing with a rotary printing press having a plurality of printing cylinders that are adapted to be adjusted on and off from a running web, wherein a length of a printed image is larger than a peripheral length of the largest one of the printing cylinders, the method comprising the steps of:

- subdividing the printed image into elements, and
- printing these elements with different printing cylinders, wherein at least one of said printing cylinders is periodically shifted off from the web, each time for at least a duration of one turn of the printing cylinder.

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